



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/038,861	12/31/2001	Mark F. Nelson	KCC 4802 (16,790)	6378
45736 7590 02/08/2008 Christopher M. Goff (27839) ARMSTRONG TEASDALE LLP ONE METROPOLITAN SQUARE SUITE 2600 ST. LOUIS, MO 63102			EXAMINER TRUONG, LAN DAI T	
			ART UNIT 2152	PAPER NUMBER
			NOTIFICATION DATE 02/08/2008	DELIVERY MODE ELECTRONIC

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

USpatents@armstrongteasdale.com

Office Action Summary

Application No.

10/038,861

Applicant(s)

NELSON ET AL.

Examiner

Lan-Dai Thi Truong

Art Unit

2152

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 03 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 10/31/2007.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1, 2, 4-13, 16 and 19 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-2, 4-13, 16, 19 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
 - ☐ Certified copies of the priority documents have been received in Application No. _____.
 - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO/SB/08)
Paper No(s)/Mail Date _____.

- 4) ☐ Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____.
- 5) ☐ Notice of Informal Patent Application
- 6) ☐ Other: _____.

DETAILED ACTION

1. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 10/31/2007 has been entered.

2. This action is response to communications: application, filed on 12/31/2001; amendment filed 10/31/2007. Claims 1-2, 4-13, 16, 19 are pending; claims 2, 7, 16, 19 are amended

3. The applicant's arguments file on 10/31/2007 have fully considered but they are moot in view with new ground for rejections

Claim rejections-35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill

in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

**Claims 1, 16 are rejected under 35 U.S.C 103(a) as being un-patentable over
Thomas (U.S. 6,401,118) in view of Morrell, JR (U.S. 2002/0002597)**

Regarding claim 1:

Thomas discloses the invention substantially as claimed, including a system, which can be implemented in a computer hardware or software code for providing information relating to search theme, comprising:

an integrated web ring (IWR) site of a host managing the IWR and having a plurality of partners for providing information to the IWR relating to the theme, wherein the host manages user access on the IWR to the information provide by the partner: (in Thomas's system, a web server (figure 1, item 108) implements as a manager and a host of number of partner sites (figure 1, items 114-114n). Through the web server, the internet searchers (figure 1, items 110a-110n, 118a-118n) can perform searching information those are collected from the partner sites: figure 1; column 4, lines 37-67; column 5, lines 1-27)

the IWR site further comprising:

a plurality of partner webpages relating to the theme and provided by the partners (in Thomas's system, pages relating to search (e.g. criteria/ topic/ term) those are downloaded from partner sites: figure 3; figure 5; column 9, lines 7-67)

a host web site provided by the host and accessible by users (In Thomas's system, the web server provides a graphical user interface (GUI) therefore the internet searchers can access the web server to receive services: column 4, lines 50-62), said host website including a

plurality of host web pages comprising substantially non-commercial content provided by the partners relating to the theme: (as similar to rejections disclosed above, pages relating to search (e.g. criteria/ topic/ term) those are downloaded from partner sites. And furthermore, Thomas's system supports for searching non-commercial content: figure 3; figure 5; column 9, lines 7-67; column 15, lines 32-44)

a link from the host web site to selected partner web page: (in response to received search term, a list of hit URLs are collected. The default documents/ advertisement pages/ webpages are retrieved in response to particular URLs selection: Thomas: figure 5; column 6, lines 29-67; column 7, lines 1-16; column 9, lines 1-67)

tracking software for monitoring user access to the IWR site, to the selected partner web page and to the substantially non-commercial content on the host web pages: (the web server includes search engine performing functions of managing inputs from users, receiving search criteria from users, search setting-up and matching the searched criteria to compile a list of offending to produce report pages to the users: column 2, lines 37-65; column 4, lines 47-62; figure 2, items 106; figure 5, item 504)

However, Thomas does not explicitly disclose generating performance indicators relating thereto

In analogous art, Morrell discloses a technique of monitoring, generating numbers of users accesses, and clicks on particular retailer site in order to indicate amount membership fees for the retailer, (see, [0007]-[0008]; [0018]; figure 4)

wherein the substantially non-commercial content is information other than simple links, short descriptions of links, banner ads, promotional graphics, or short sentences: (Morrell discloses online retailers place icons into a host website: abstract)

Thus, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to combine Morrell's ideas of monitoring numbers of users accesses/clicks on particular retailer site to indicate amount membership fees for the retailer into Thomas's system in order to increase benefits for users of online-advertisement system, see (Morrell: [0009]-[0010])

Regarding claim 16:

Thomas-Morrell discloses a method as discuss in claim 1, which further includes wherein the IWR site is presented as resource and wherein the host web site presents the product in association with the IWR site: (in Thomas's system, through GUI, the web server provides products search categories for searchers: column 13, lines 3-42; column 8, lines 17-26)

Claims 2, 4, 7, 10-11-13, 19 are rejected under 35 U.S.C 103(a) as being un-patentable over Thomas-Morrell in view of Bowers et al. (U.S. 7,266,839)

Regarding claim 2:

Thomas-Morrell discloses a method as discuss in claim 1, which further includes providing a link from the host web site to the selected partner webpage wherein the link has a title associated therewith: (in thomas's system, a respond URL includes title of content: column 6, lines 29-67; column 10, "table 3")

authorizing the host to select a partner webpage: (in thomas's system, the web server has ability of selecting/scoring/matching pages of registrants regarding to search term for displaying: abstract; figure 3; figure 5; column 9, lines 7-67)

However, Thomas-Morrell does not explicitly disclose allowing the host to modify the title of the partner webpage as it appears on the host web site

In analogous art, Bowers discloses a host has capability of modifying (e.g. adding, removing, or changing) information from partner resources those will be viewed by users (column 9, lines 25-43; column 8, lines 25-32)

Thus, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to combine Bowers's ideas of including capability of modifying (e.g. information from partner resources into a host with Thomas-Morrell's system in order to provide improvements into online-advertisement system, see (Morrell: [0009]-[0010])

Regarding claim 7:

Thomas-Morrell- Bowers discloses a method as discuss in claims 1 and 2, which further includes a common navigational tool provided by the host web site for searching and accessing only the host web pages and the selected partner page: (In Thomas's system, web server provides a directory list includes selectable search criterias (e.g. song, album, artist...etc) so that the Internet searchers can select one of them prior perform term/ topic search: column 8, lines 4-18; figure 3; figure 5; column 4, lines 47-64)

Regarding claim 19:

Thomas-Morrell discloses a method as discuss in claims 1 and 2, which further includes a customized newsletter option selectable by each user with periodically delivers to each particular

user selecting the option information relating to topic designated by the selected user: (in Thomas's system, web server provides search engine supporting selectable topics searches: figure 5)

Regarding claim 8:

Thomas-Morrell discloses a method as discuss in claim 7, which further includes wherein partner webpage comprises substantially no-commercial content relating to the theme and/or product purchase opportunities wherein the products relates to the theme and/or community component relating to the theme: (figure 3; figure 5; column 9, lines 7-67; column 15, lines 32-44)

Regarding claim 10:

Thomas-Morrell-Bowers discloses a method as discuss in claim 7, which further includes a web page is displayed with a brief description of a content of the selected partner Web page and a visible indication of an identity of the partner providing the partner Web page: (column 8, lines 17-26; column4, lines 47-67)

wherein at least some of the partners are retailers providing product Web pages for purchasing products related to the theme, the pages for purchasing products being accessible by links available on the partner Web pages: (in Thomas's system, a web server implements as a manager and a host of number of partner sites. Through the web server, the Internet searchers can perform searching information those are collected from the partner sites. The pages relating to search criteria/ topic/ term downloaded from partner sites: figure 3; figure 5; column 9, lines 7-67: figure 1; column 4, lines 37-67; column 5, lines 1-27)

wherein the purchase of a product via the ring results in a fee paid to the host and/or a fee paid to any partner that guided the user to the product Web page used for purchasing the product: (Morrell discloses technique of numbers of users accesses/clicks on particular retailer site are monitor in order to indicate amount membership fees for the retailer, (see, [0007]-[0008]; [0018]; figure 4)

Regarding claim 11:

This claim is rejected under rationale of claim 10

Regarding claim 4:

In addition to rejection in claim 2, Thomas-Morrell further discloses step of allowing the host to index partner webpage by assigning key word associated with the partner webpage: (Thomas discloses technique of associating search keywords with URLs : figure 5)

Regarding claim 12:

Thomas-Morrell-Bowers discloses a method as discuss in claim 7, which further discloses wherein the link on the host website to the selected partner page is display with an article display: (Thomas: column 4, lines 25-36) and wherein the displayed article results in a fee paid to the host: (Morrell: [0007]-[0008]; [0018]; figure 4)

Regarding claim 13:

Thomas-Morrell-Bowers discloses a method as discuss in claim 7, which further discloses wherein the link includes a source identifier identifying the partner providing the partner webpage to which the link directs the users: (column 6, lines 29-52; column 8, table 2)

Claim 5 is rejected under 35 U.S.C 103(a) as being un-patentable over Knapp et al. (U.S. 6,769,010) in view of Narin et al. (U.S. 2002/0046045) and further in view of Hsieh (U.S. 2003/0167209)

Regarding claim 5:

Knapp discloses the invention substantially as claimed, including a method, which can be implemented in a computer hardware or software code for adding retail partners to an Integrated Web site that provides a host Web site dedicated to a theme, the method comprising the steps of:

receiving a request for membership in the IWR site from a candidate retail partner having at least one page on its partner Web site related to the theme of the IWR site: (Knapp discloses a sale product company wishes to be a partner of Applicant's web site to publish it's advertisements to the on-lines customers: column 29, lines 60-67)

reviewing the Web site of the candidate retail partner to determine if the content does not violate content criteria for IWR partners: (in Knapp's system, the contributors (e.g. the organizations and/or individuals) were checked if their Websites are qualified to be approved for joining the links to the Applicant's web site to contribute advertising content objects to consumers: column 9, lines 4-13, 35-40; column 12, lines 52-67)

joining the candidate retail partner to the IWR site if the candidate retail partner has met the requirements of obtaining and reviewing steps and by means of a contract identifying payment procedures and responsibilities of both the retail partner and the host: (as similar to rejection disclosed above, Knapp discloses the applicant's web site checks if the contributor's Web sites are qualified to be approved for joining their links to the Applicant's web site. Also contributor agrees to pay a certain amount for trading day to the Applicant' web site; obviously,

the processes of checking if the candidate retail partner meets the requirements, and payment contract identifying must be included in the Knapp' system: column 9, lines 4-13, 35-40; column 12, lines 52-67; column 38, lines 53-67; column 39, lines 60-67)

However, Knapp does not explicitly disclose obtaining agreement from the candidate retail partner to abide by a stated policy wherein the stated policy includes the candidate retail partner agreeing to provide searchable product information that can be screened or sorted by the host during a user product search according to predetermined user preferences

In analogous art, Narin discloses agreements for sorting and displaying the member sites are established between the host of integrated electronic shopping system and members, see ([0050])

Thus, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to combine Narin's ideas establishing agreements for sorting and displaying between the host and the members into Knapp's system in order to provide more profits to electronic commercial system consumers and providers (i.e. providing guarantee and satisfied services), see (Narin: [0008]; [0050])

However, Narin- Knapp does not explicitly disclose sorted by at least one of price and manufacture identity

In analogous art, Hsieh discloses a host has ability of sorting search results accordance to prices and model numbers: ([0039])

Thus, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to combine Hsieh's ideas sorting search results accordance to prices and

model numbers into Narin- Knapp's system in order to provide more profits to online-produces purchasers, see (Hsieh: [0003])

Claim 6 is rejected under 35 U.S.C 103(a) as being un-patentable Knapp-Narin-Hsieh in view of Barzilai et al. (U.S. 2002/0029201)

Regarding claim 6:

Knapp-Narin-Hsieh discloses the invention substantially as disclosed in claim 5, but does not explicitly teach wherein the stated policy of the obtaining step includes the candidate retail partner agreeing to abide by a stated privacy policy

However, Barzilai discloses the privacy policy agreements between online sellers and online buyers. Also Barzilai discloses the buyers can search and compare prices between vendors, see (Barzilai: page 1, paragraph [0005], lines 1-20)

Thus, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to combine Barzilai's ideas of negotiation and maintain privacy policy agreement between online seller and online customer with Knapp-Narin-Hsieh's system in order to build up the trust to online customer, see (Barzilai: page 6, paragraph [0077], lines 1-14)

Claim 9 is rejected under 35 U.S.C 103(a) as being un-patentable over Thomas-Morrell- Bowers in view of Knapp et al. (U.S. 6,769,010)

Regarding claim 9:

Thomas-Morrell- Bowers discloses the invention substantially as disclosed in claim 7, but does not explicitly teach wherein the theme is parenting and wherein the information relates to

one or more of the following: family, mothering, fathering, child raising, child development, education, entertainment, family, finance, health, home and garden, shopping, community or other parent information or interests

However, Knapp discloses the webpage discloses information such as health and so on, see (Knapp: figure 6A, item 154)

Thus, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to combine Knapp's ideas of providing Web page contains information as health with Thomas-Morrell- Bowers's system in order to provide an efficient advertising campaign webpage, see (Knapp: [0003])

The prior arts made of records and not relied upon are considered pertinent to applicant's disclosure. The following patents and publications are cited to further show the state of the art with respect to "Integrated web ring site and method for presenting information":

2002/0029267; 6957199; 2003009362; 6980962

Conclusions

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Lan-Dai Thi Truong whose telephone number is 571-272-7959. The examiner can normally be reached on Monday- Friday from 8:30am to 5:00 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Bunjob A. Jaroenchonwanit can be reached on 571-272-3913. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Application/Control Number:
10/038,861
Art Unit: 2152

Page 13

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

02/02/08

/Kenny S Lin/
Kenny S Lin
Primary Examiner